Rep Order# 6839269 **Ver#** 1 **Mod**# 0 Status Confirmed Traffic Order# 105218 **Printed:** 08/06/2012 4:21 PM 1 of 4 **EC'd** Yes

Last Received:

08/06/2012 3:10 PM

Rep Firm

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station) .RNC/ROMNEY FOR PRES Advertiser (

RNC-ROMNEY **Product**

Estimate# 313

Buyer STEPHANIE KINCAID

Phone# Fax#

) AMERICAN RAMBLER PRODUCTIONS Agency 138 CONANT STREET BEVERLY, MA 02494

Agency C/P1/P2/E //313

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Sales Office (Salesperson () PHILADELPHIA) AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

RNC - ROMNEY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F Buylin	8P-12A ne Comment	: OLY PRIME	:30	\$6,000.00	08/08-08/10	1	1	1	\$6,000.00	
	2	W-F Buyli	5P-630P ne Comment	: NEWS	:30	\$1,000.00	08/08-08/10	1	1	1	\$1,000.00	
	3	W-F Buyli	6A-7A ne Comment	: NEWS	:30	\$700.00	08/08-08/10	6	1	6	\$4,200.00	
	4	M-TU Buyli	6A-7A ne Comment	: NEWS	:30	\$700.00	08/13-08/14	4	1	4	\$2,800.00	
	5	M-TU Buylin	7A-9A ne Comment	: TODAY	:30	\$1,400.00	08/13-08/14	4	1	4	\$5,600.00	
	6	W-F Buylin	7A-9A ne Comment	: TODAY	:30	\$1,400.00	08/08-08/10	6	1	6	\$8,400.00	
	7	M-TU Buylin	9A-10A ne Comment	: TODAY II	:30	\$500.00	08/13-08/14	2	1	2	\$1,000.00	
	8	W-F Buyli	9A-4P ne Comment	: OLY DAY	:30	\$1,200.00	08/08-08/10	9	1	9	\$10,800.00	
	9	M-TU Buyli	10A-11A ne Comment	: TODAY 3	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
	10	M-TU Buylin	11A-12P ne Comment	: RR	:30	\$325.00	08/13-08/14	2	1	2	\$650.00	

Rep Order# 6839269 **Ver#** 1 **Mod#** 0 **Status** Confirmed **EC'd** Yes

Traffic Order# 105218

Printed: 08/06/2012 4:21 PM

08/06/2012 3:10 PM

2 of 4

Last Received: 08/0 Showing Buylines: All Lines

Station I Advertiser Product Estimate#	RNC-ROMNEY			Agency (138 CC BEVER Agency C/P1/P2/	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY							
Buyer Phone# Fax#				Flight Dates Hiatus Weeks		2 //313 08/08/2012 - 08/14/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845	
LT Ln	_	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
11	M-TU	12P-1230F			:30	\$425.00	08/13-08/14	4	1	4	\$1,700.00	
12	M-TU	ne Comment 1P-2P			:30	\$425.00	08/13-08/14	2	1	2	\$850.00	
13	Buyli M-TU	ne Comment 2P-3P	: DAYS		:30	\$325.00	08/13-08/14	2	1	2	\$650.00	
14	_	ne Comment 3P-4P	: DRS		:30	\$450.00	08/13-08/14	2	1	2	\$900.00	
15	Buyli M-TU	ne Comment 4P-430P	: PHIL		:30	\$600.00	08/13-08/14	2	1	2	\$1,200.00	
16	_	ne Comment	: NEWS		:30	\$700.00	08/13-08/14	2	1	2	\$1,400.00	
	Buyli	ne Comment	: NEWS									
17	M-TU Buyli	5P-630P ne Comment	: NEWS		:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
18	W-F Buyli	5P-630P ne Comment	: NEWS		:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
19	W-F Buyli	630P-7P ne Comment	: JEP		:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
20		630P-7P ne Comment	: JEP		:30	\$1,000.00	08/13-08/14	4	1	4	\$4,000.00	
21		7P-730P ne Comment	: WHEEL		:30	\$1,100.00	08/13-08/14	2	1	2	\$2,200.00	

Last Received: 08/0
Showing Buylines: All Lines

Station I Advertiser Product Estimate# Buyer		RNC-ROMNEY		Agency () 138 CO BEVER Agency C/P1/P2/I Flight Dates	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Selegnerson Phone# 215 568 6540								
Phone		STEFRANIE KINCAID			Hiatus Weeks	00/00/	08/08/2012 - 08/14/2012			Salesperson Phone# Salesperson FAX#		215-568-6540 215-568-1845	
Fax#	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	22	W-F Buyli	7P-730P .ne Comment:	WHEEL		:30	\$1,000.00	08/08-08/10	3	1	3	\$3,000.00	
	23	W-F Buyli	730P-8P	OLY ZONE		:30	\$750.00	08/08-08/10	3	1	3	\$2,250.00	
	24	W-F Buyli	12A-1235A ne Comment:			:30	\$1,000.00	08/08-08/10	6	1	6	\$6,000.00	
	25	SA Buyli	9A-6P ne Comment:	OLY DAY		:30	\$1,700.00	08/11-08/11	4	1	4	\$6,800.00	
	26	SA Buyli	730P-8P ne Comment:	OLY ZONE		:30	\$750.00	08/11-08/11	1	1	1	\$750.00	
	27	SA Buyli	8P-12A ne Comment:	PRIME OLY		:30	\$6,000.00	08/11-08/11	2	1	2	\$12,000.00	
	28	SA Buyli	12A-1230A ne Comment:			:30	\$1,000.00	08/11-08/11	2	1	2	\$2,000.00	
	29	SU Buyli	6A-6P ne Comment:	OLY		:30	\$1,700.00	08/12-08/12	4	1	4	\$6,800.00	
	30	SU Buyli	6P-630P ne Comment:	NEWS		:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	
	31	SU Buyli	12A-1230A ne Comment:			:30	\$1,000.00	08/12-08/12	2	1	2	\$2,000.00	

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station

) .RNC/ROMNEY FOR PRES Advertiser

Product RNC-ROMNEY Estimate# 313

Buyer STEPHANIE KINCAID

Phone# Fax#

Report Totals: 102 / \$113,600.00

) AMERICAN RAMBLER PRODUCTIONS Agency

138 CONANT STREET BEVERLY, MA 02494 Agency C/P1/P2/E //313

Flight Dates 08/08/2012 - 08/14/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845

---SALES MONTHLY TOTALS---

Aug 12: 102 / \$113,600.00 Sales Totals: 102 / \$113,600.00 Station Totals: 102 / \$113,600.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$344,242 CATV 0 % KBLR 0 % KINC 0 % 30% KSNV 33% KLAS 20% 0 % KVCW 1% 1% 15% KTNV KTUD KVMY KVVU

> XXXX 0 %

--- COMPETITIVE COMMENTS---

NWE ORDER EST SHARES

JUL12 Books RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE